

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM319895

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|---|--|-----------------------|---------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Ypioca Industrial De Bebidas S.A. | | 09/29/2014 | CORPORATION: BRAZIL |
| RECEIVING PARTY DATA | | | |
| Name: | Diageo Brazil, Ltda. | | |
| Street Address: | Rua Olimpíadas 205, 11 Andar | | |
| Internal Address: | Villa Olimpia | | |
| City: | Sao | | |
| State/Country: | BRAZIL | | |
| Postal Code: | CEP-04551 | | |
| Entity Type: | CORPORATION: BRAZIL | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2787252 | YPIOCA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 203.229.7135 | | |
| Email: | trademarks@diageo.com, mara.mccooey@diageo.com | | |
| Correspondent Name: | Jennifer Hamilton c/o Diageo NA | | |
| Address Line 1: | 801 Main Avenue | | |
| Address Line 4: | Norwalk, CONNECTICUT 06851 | | |
| ATTORNEY DOCKET NUMBER: | YPIOCA | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Jennifer Hamilton/Diageo North America | | |
| Address Line 1: | 801 Main Avenue | | |
| Address Line 4: | Norwalk, CONNECTICUT 06851 | | |
| NAME OF SUBMITTER: | Jennifer Hamilton | | |
| SIGNATURE: | /Jennifer Hamilton/ | | |
| DATE SIGNED: | 10/13/2014 | | |

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Total Attachments: 2

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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made effective September 29, 2014 (the "Effective Date") by and between YPIOCA INDUSTRIAL DE BEBIDAS S.A. ("Assignor"), a corporation established in Brazil, with a business address of Washington Soares 1280 Fortaleza 60001-970 Ceara, BRAZIL, on the one hand, and Diageo Brazil, Ltda, ("Assignee"), a corporation established in Brazil, with an address of Rua Olimpíadas 205, 11 Andar, Villa Olimpia- CEP 04551, Sao, on the other hand.

WHEREAS, Assignor and Assignee are parties to an agreement entitled Private Instrument For Protocol and Justification of the Partial Split from Ypioca Industrial de Bebidas S.A. Followed by Incorporation of the Divided Net Assets by Diageo Brasil Ltda., effective as of September 26, 2013, pursuant to which Assignor transferred all right, title and interest in and to the YPIOCA trademark in the United States, together with all registrations and applications for registration therefor, including, without limitation, Reg. No. 2,787,252 (the "Mark") as evidenced in the attached Addendum A, and the goodwill of the business symbolized by the Mark in the United States;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms that it has assigned unto Assignee all of its right, title, and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, in the United States, including the right to sue for and receive all damages from past infringements of the Mark.

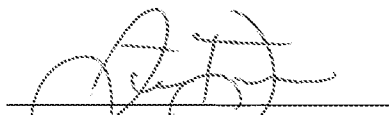
IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be executed as set forth below.

Dated: September 29, 2014.

WITNESSES:



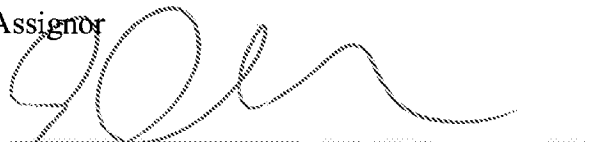
Print Name: Maribel Elias



Print Name: Ivan Diaz

YPIOCA INDUSTRIAL DE BEBIDAS
S.A. /Assignor

By:



Elliot Basner
Authorized Representative

ADDENDUM "A"

Int. Cl.: 33

Prior U.S. Cls.: 47 and 49

Reg. No. 2,787,252

United States Patent and Trademark Office

Registered Nov. 25, 2003

TRADEMARK PRINCIPAL REGISTER

YPIOCA

YPIOCA AGROINDUSTRIAL LTDA. (BRAZIL
CORPORATION)
AVENIDA WASHINGTON SOARES
1280 FORTALEZA
60001-970 CEARA, BRAZIL

FIRST USE 1-0-1980; IN COMMERCE 1-0-1980.

IN THE INDIGENOUS LANGUAGE IN BRAZIL,
"YPIOCA" CAN BE TRANSLATED EITHER AS
"RED SOIL" OR "PURPLE DIRT".

FOR: DISTILLED SPIRITS MADE FROM SUGAR
CANE, MADE WITH FRUIT, LIQUORS, PREPARED
ALCOHOLIC COCKTAILS, IN CLASS 33 (U.S. CLS.
47 AND 49).

SN 76-376,593, FILED 2-28-2002.

CAROLYN GRAY, EXAMINING ATTORNEY